

A man and a woman are sitting on a light-colored sofa. The man, on the left, has dark hair and a beard, is wearing a white shirt, and is smiling while holding a black remote control. The woman, on the right, has long brown hair and is wearing a grey t-shirt; she is also smiling and holding a large bowl of popcorn. The background is slightly blurred, showing what appears to be a bookshelf.

CABLE TECH 2019

MEDIENGRUPPE RTL - JAHRESVORSCHAU 2019

WALTER ZINGGL

Eine starke Medienfamilie

BERTELSMANN



Operating EBITDA	Mitarbeiter	Hauptsitz
2,6 Mrd. EUR	119.089	Gütersloh
1.380 Mio. EUR	12.736	Luxemburg
728 Mio. EUR	3.128	Köln



Vermarktet in Österreich durch





CHALLENGES



Neue Technologien



Geändertes Nutzerverhalten



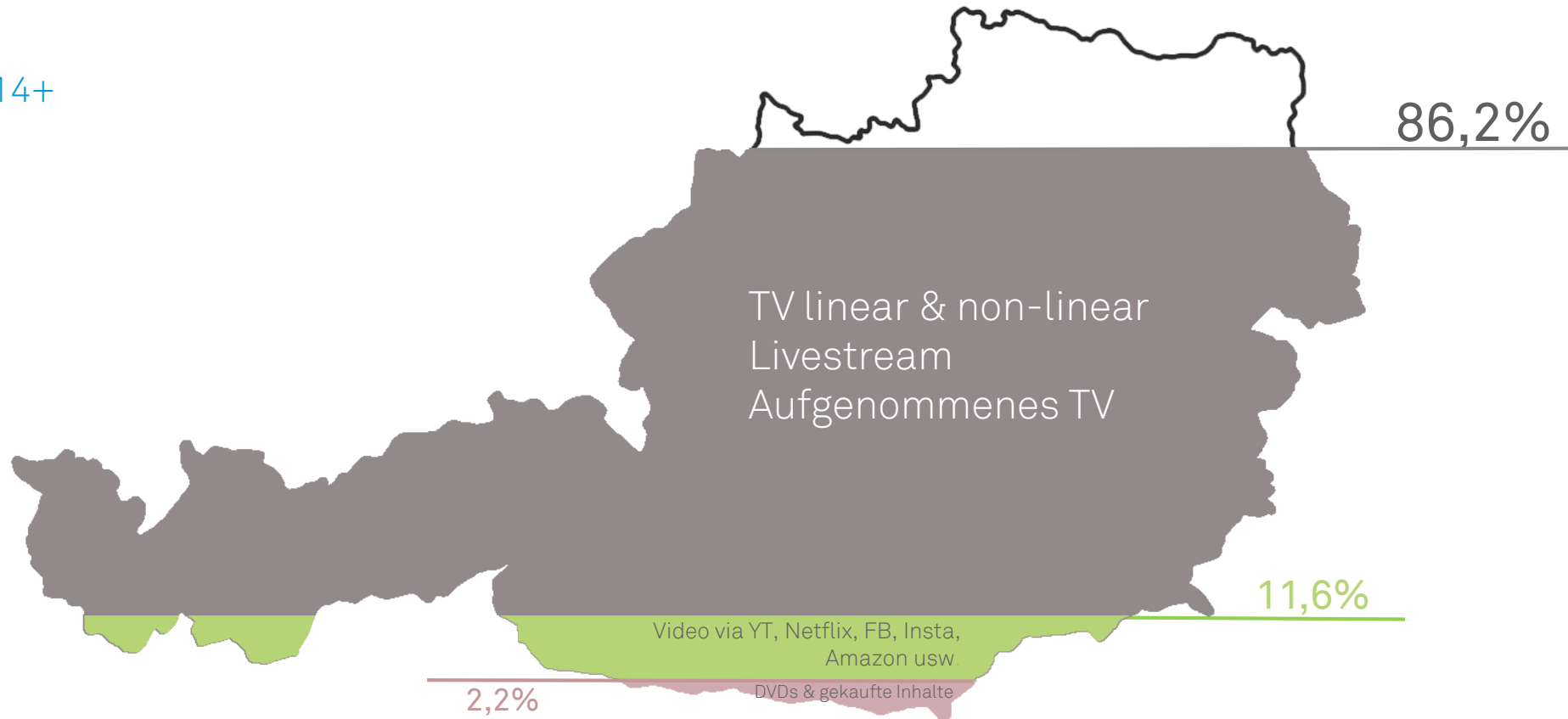
Veränderung der Marktstrukturen

Linear & non-linear

TV NR. 1 BEI BEWEGTBILD-NUTZUNG



E 14+

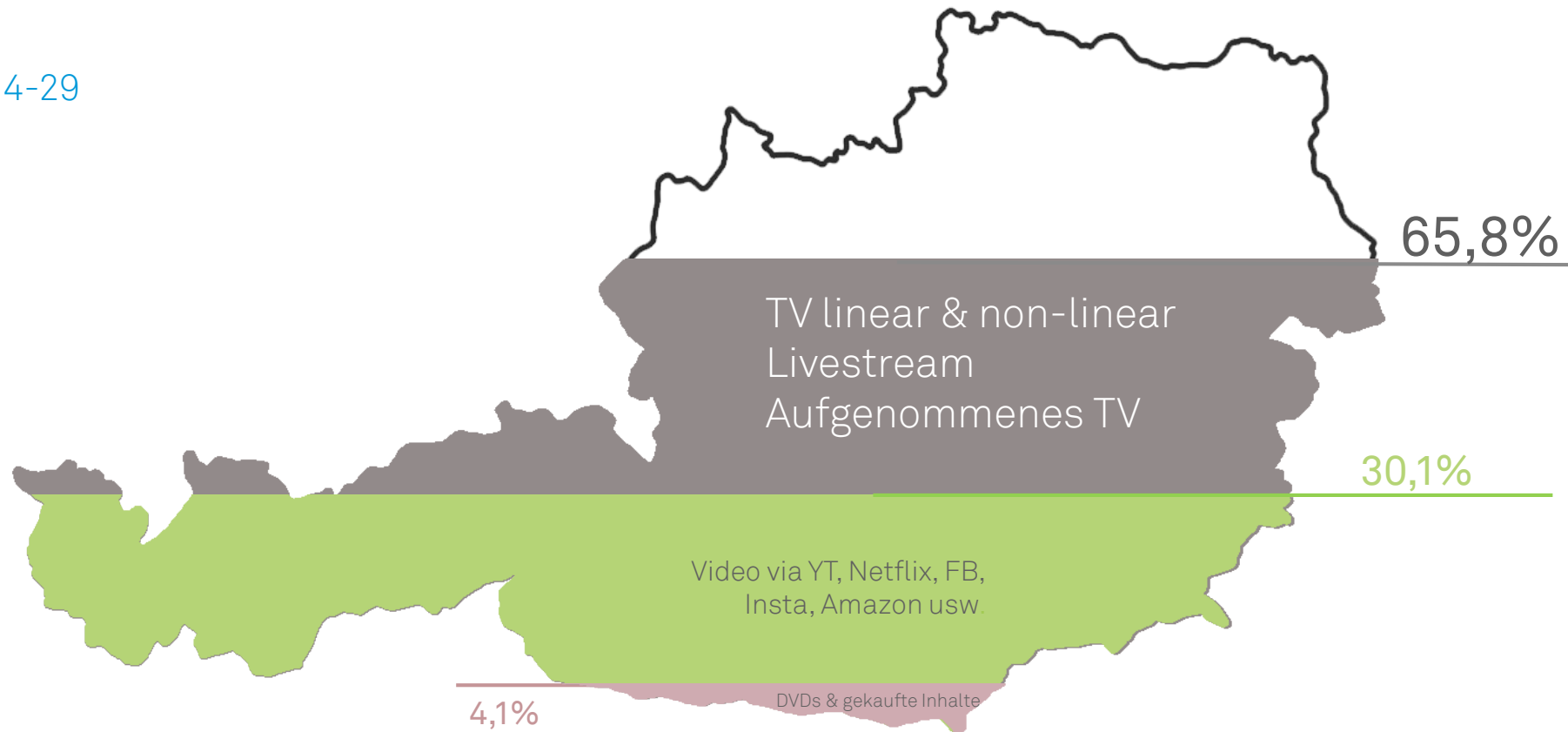


Linear & non-linear

TV NR. 1 BEI BEWEGTBILD-NUTZUNG

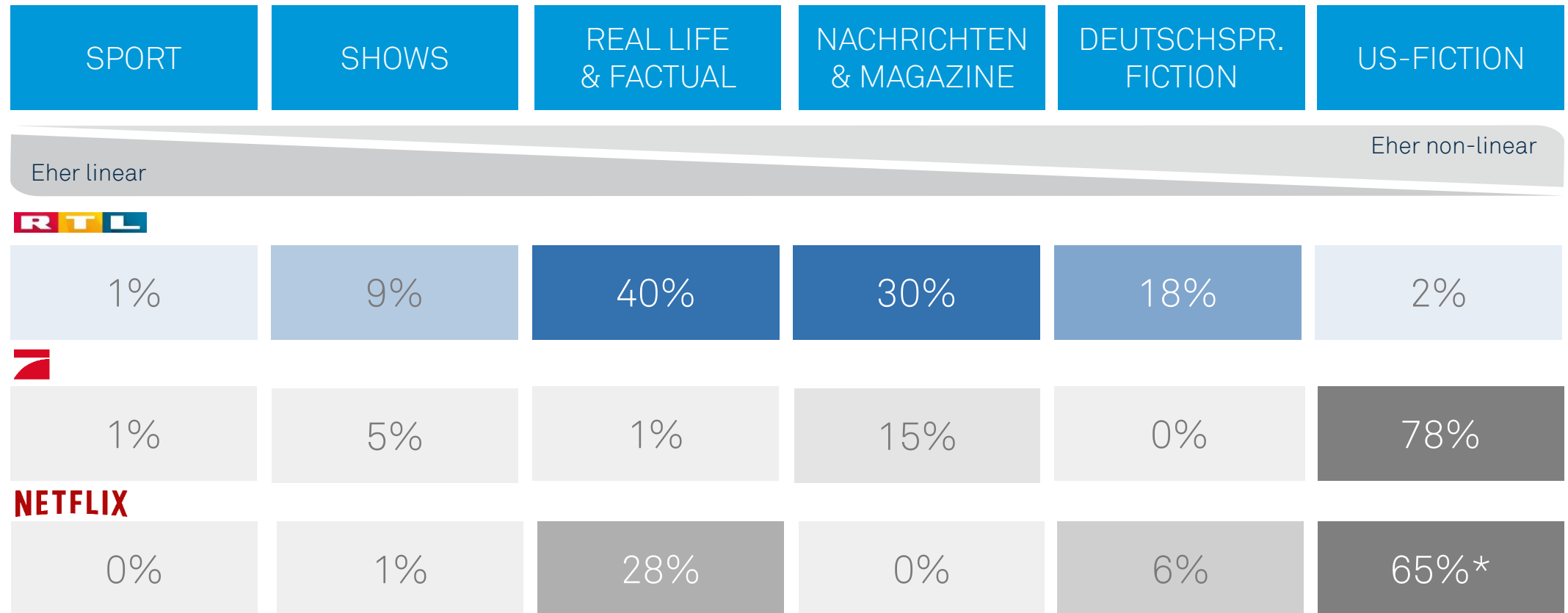


E 14-29



A young child with voluminous, curly brown hair is the central figure. They are wearing a dark, pinstriped vest over a white collared shirt. A grey, paper-like mustache is stuck to their upper lip. The child's right hand is raised to their chin in a thoughtful pose. The background is a green chalkboard filled with faint, handwritten mathematical formulas such as $Su=A$, e , $2)$, r , αh , $R=$, and $e-t^2$.

UNSERE ANTWORT



A young man and woman are lying on their backs on a concrete surface, holding hands above their heads. The woman is on the left, wearing a teal jacket, and the man is on the right, wearing a striped shirt. They are both looking up at the sky with smiles. A semi-transparent blue banner is at the bottom of the image.

QUALITÄT UND PROGRAMMVIELFALT 2019

Content

RTL HIGHLIGHTS 2019



Content

VOX HIGHLIGHTS 2019



LAW & ORDER
SPECIAL VICTIMS UNIT

NEW AMSTERDAM

SURVIVOR

CHICAGO
MED

HOT oder
SCHROTT
DIE ALLESTBESTE

6 Mütter
wir werden
groß

Sing
meinen Song
DAS TAUSCHKONZERT

ICH, EINFACH
UNVERMITTELBAR
?

OUTLANDER

DER
HUNDE
PROFI

GUIDO'S
MASTERCLASS

DIE HÖHLE DER
LÖWEN

KITCHEN
IMPOSSIBLE

Die
pferde
PROFIS

CHICAGO
FIRE

DAS VORSTELLUNGS
GESPRÄCH

Harte
Hunde

DER
VERTRETUNGS
LEHRER

» **EWIGE HELDEN** »

ab ins
Beet!
die Garten-Soap

1. QU.

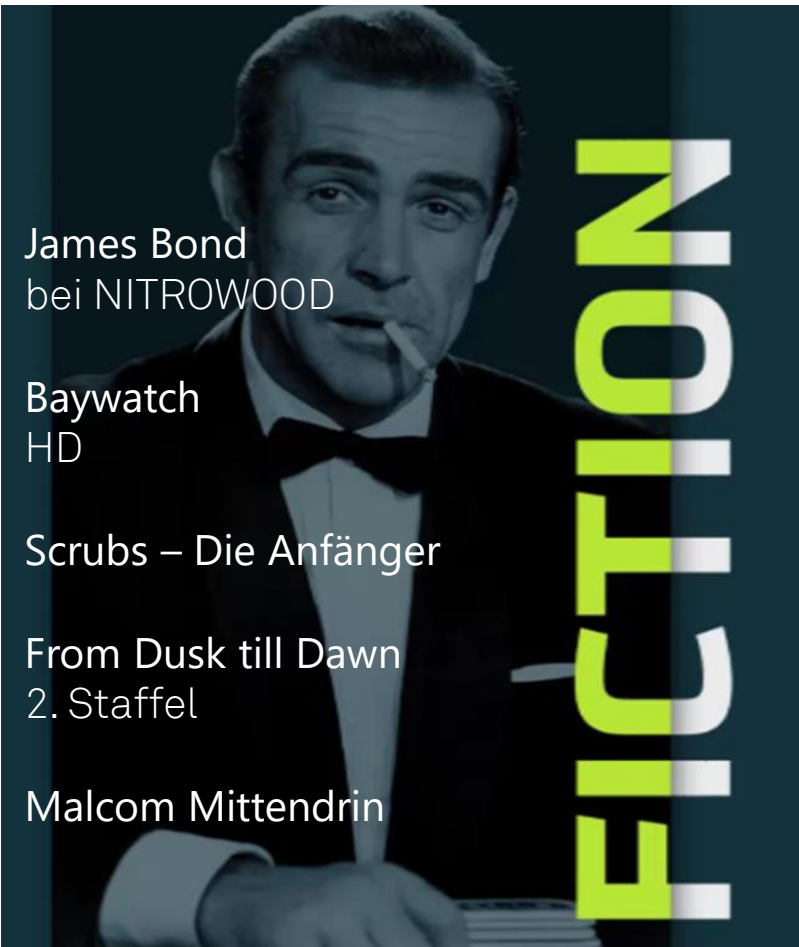
2. QU.

3. QU.

4. QU.

Content
MÄNNERMAGNETE 2019

NITRO.



James Bond
bei NITROWOOD

Baywatch
HD

Scrubs – Die Anfänger

From Dusk till Dawn
2. Staffel

Malcom Mittendrin

FICTION



Kobras
Die Mofa-Gang

Top Gear America

Last Stop Garage (AT)

Mario Basler übernimmt

Axel und Micha
Die 2 vom Schrauberhof

Rost'n'Roll
Kasis Werkstattgeschichten

FACTUAL



100% Bundesliga
Fußball bei NITRO

UEFA Europa League

Countdown für Europa

24h Rennen

Amercian Ninja Warrior

Tag der Amateure

SPORTS

HAPPY DAY

A bouquet of numerous pink roses, some in full bloom and others as buds, is arranged in a silver, textured metal bucket. The bucket sits on a white surface, with a few loose roses and buds scattered around its base. The background is a light blue and white distressed wooden plank wall.

RTLplus

> Retro

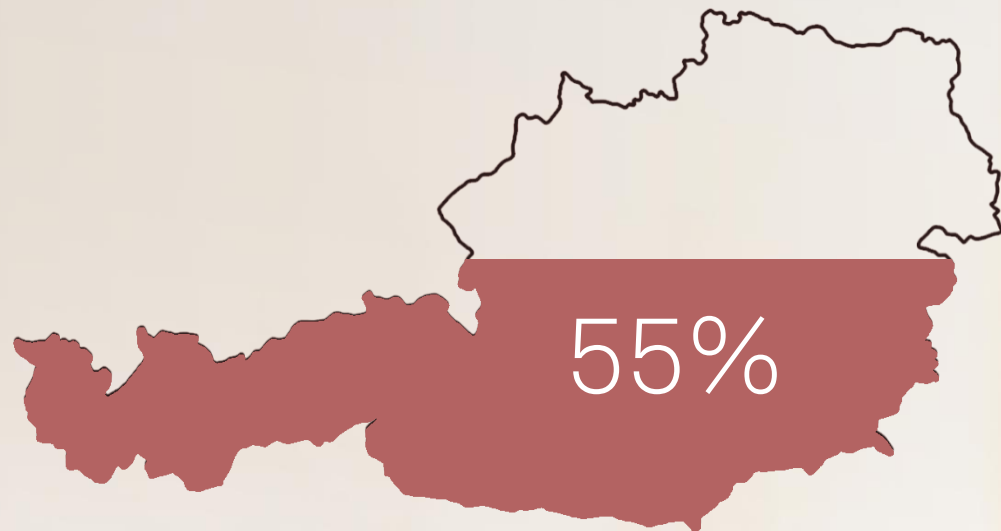
> Sehnsucht

> Gute Laune

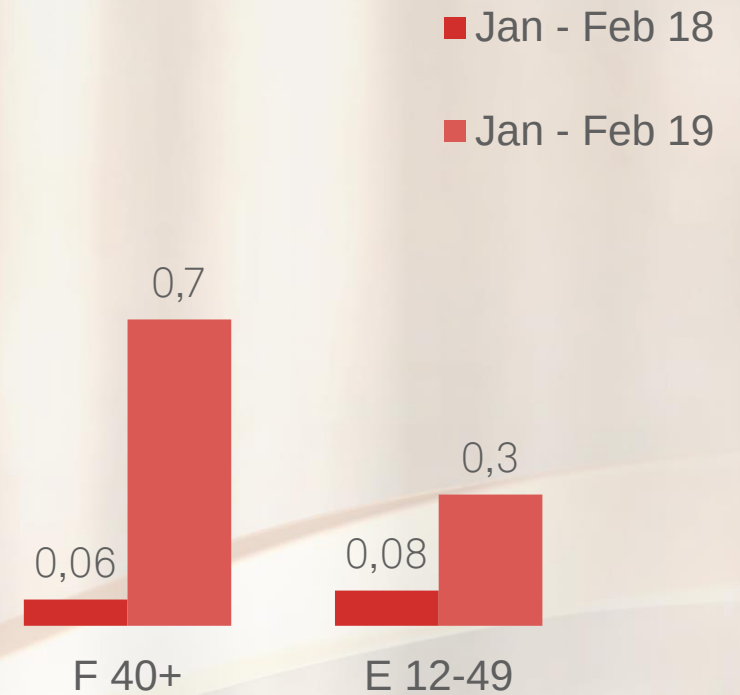
RTLplus Austria AUF ERFOLGSKURS



Technische Reichweite



MA in %



AUF DEN PUNKT



> Qualität

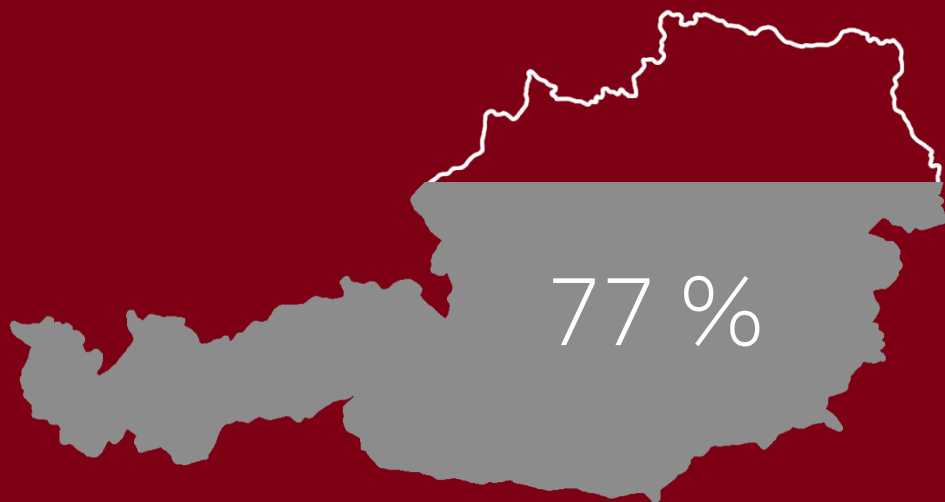
> Relevant

> Aktuell

NEWS++WIRTSCHAFT++SPORT++TALK++DOKUS++MAGAZINE++FIRST MOVER++

n-tv Austria WIR BLEIBEN DRAN.

Technische Reichweite

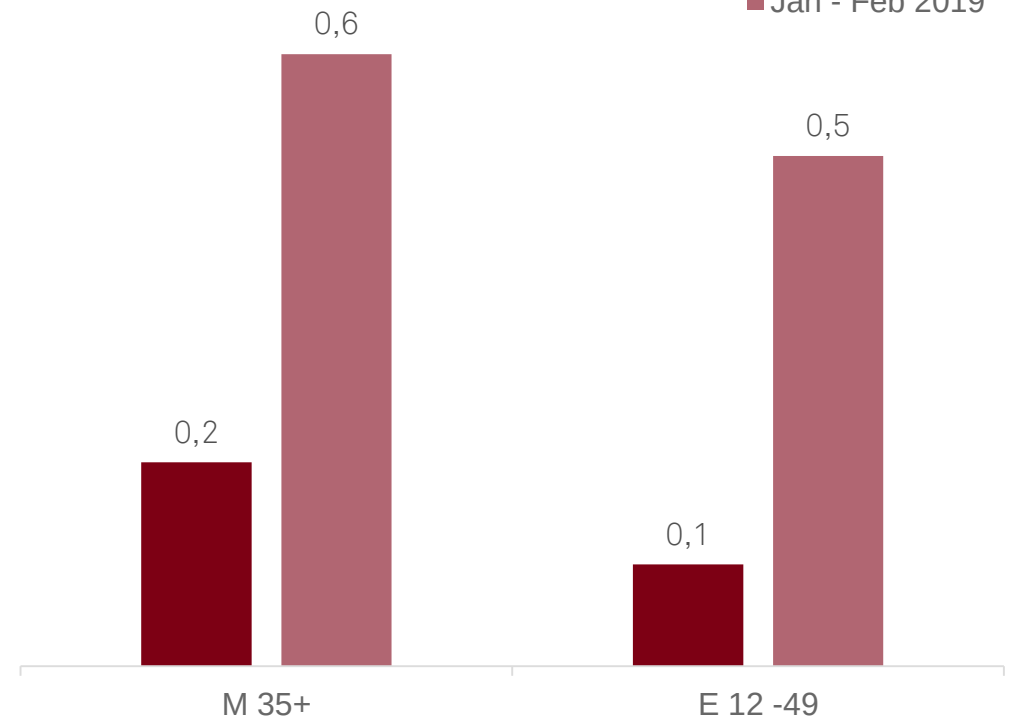


MA in %

Bis zu
5,6%
MA*



■ Jan - Feb 2018
■ Jan - Feb 2019



*Quelle: AGTT/GfK TELETEST; Evogenius Reporting; 09.01.2018-31.12.2018/Jan.-Feb. 2019;
personengewichtet; inklusive VOSDAL/Timeshift; Standard



EINE GROSSE BITTE

Mediengruppe RTL

SENDERLOGOS



RTL Austria



VOX Austria



SUPER RTL Austria



NITRO Austria



n-tv Austria



RTLplus Austria



RTL II Austria





WIR
BLEIBEN
DRAN.

